

AN INTERACTIVE ADVERTISEMENT MECHANISM
ON A MOBILE DEVICE

ABSTRACT

5 The invention includes systems, methods, computer program products,
and combinations and sub-combinations thereof for enabling interactive
advertisements (as well as other objects) to be loaded on mobile devices (as well
as other types of devices), and for users of mobile devices to operate with such
interactive advertisements on their mobile devices in an interactive manner while
in an off-line mode.

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